ABSTRACT OF THE DISCLOSURE

A system and method for embedding data transmission in a web page, enabling communication between a user and a representative includes requesting a web page which includes at least one nondisplay space object and at least one display space object which is configured to transmit data to and from a backend server without the necessity of refreshing the current page, redirection to another web page, or posting to another web page. The web page is rendered and includes at least one display space and at least one nondisplay space according to the display space object and the at least one nondisplay space object. The display space object may connect with the backend server to form a persistent communication channel to enable real-time communication, and/or it may transmit data through invisible HTTP/HTTPS requests, or both. A persistent communication channel may be initiated by the display space object, triggered by the end user, or initiated by the backend representative.

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